

# GROW IN KANSAS



## STRATEGIC GROWTH INITIATIVE

A pilot program for the proactive recruitment of food, agriculture and UAS/small aircraft business to Kansas.

To match local Kansas communities and counties with potential growth opportunities, this recruitment program has been developed to enable counties and communities to voluntarily identify the areas of the food, agriculture and unmanned aerial systems (UAS)/small aircraft industry in which they would like to grow. These growth areas are aligned with the state's existing strategic growth plans for 19 unique food and agriculture sectors across Kansas. These growth plans serve as a guiding resource for strategic growth opportunities across the state.

A public or private entity or collection of entities representing a county/community which is seeking connections to growth opportunities will submit a recruitment package summarizing the desired growth goals of the county/community. By submitting a recruitment package, the submitting entity agrees to work with the state of Kansas to finalize and maintain up-to-date information regarding growth sectors of local interest and the availability of necessary natural resources along with other infrastructure, services, and amenities. The package will also include a summary of the public and private partners which are in support of this effort to identify growth opportunities for the county/community, and all letters of support from these partners.

The Kansas Department of Agriculture, in close coordination with other state agencies, will maintain an organized system to match potential business growth opportunities with the desired growth goals of the county/community. This will include working hand in hand with local leaders to proactively recruit growth opportunities that match the interests of the entities which have submitted recruitment packages.

The information collected as part of this project shall remain confidential regarding the potential location and identity of any prospective business or industry interested in locating, relocating, or expanding within the state pursuant to K.S.A. 45-221(a)(31).

Discover opportunities and advantages that fuel success.

LAND IN  
KANSAS

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The Strategic Growth Initiative will allow counties and communities to indicate their desired growth goals in the food, agriculture and UAS/small aircraft industry.

## 1. Industry Sectors:

Nineteen specific agriculture sectors have been identified that have opportunity for growth in the state of Kansas. The submitting entity will select which sectors are of interest and identify specific categories of growth within each sector in which to specialize. Most of these sectors could involve value-added as well as production opportunities.

<b>Agriculture Equipment Manufacturing and Sales</b>	<b>Pet Food</b>
<b>Agriculture Technology and Entrepreneurship</b>	<b>Pork</b>
<b>Animal Health</b>	<b>Poultry</b>
<b>Beef</b>	<b>Sorghum</b>
<b>Corn</b>	<b>Soybeans and Other Oilseeds (includes Industrial Hemp)</b>
<b>Cotton</b>	<b>Specialty Crops</b>
<b>Dairy</b>	<b>Specialty Livestock</b>
<b>Equine</b>	<b>Unmanned Aerial Systems (UAS)/Small Aircraft</b>
<b>Feed and Forage</b>	<b>Wheat</b>
<b>Food Processing</b>	

## 2. Supporting Resources:

While each agriculture sector is unique and may require different agriculture resources, there are some resources and infrastructure necessary to conduct and grow business regardless of the sector. The recruitment package will include an evaluation and description of current resources, infrastructure, services, and other amenities available as well as documentation of capacities or expansion plans for the resources outlined.

<b>Agriculture Production, Climate and End Users of Raw Products</b>	<b>Education/Training</b>
<b>Labor, Wage Data, and Available Workforce</b>	<b>Taxes/Regulatory Environment</b>
<b>Transportation/Infrastructure</b>	<b>Partnerships/Incentives</b>
<b>Utilities and Infrastructure Support Services</b>	<b>Real Estate</b>
	<b>Community Vitality</b>

## 3. Community Leadership and Support:

The recruitment package will include a summary of the leaders of community and industry organizations and economic development, especially those which have been involved in organized agricultural growth efforts. This section should demonstrate how public discussion has taken place to support this effort to seek economic growth opportunities. Letters of support from community leaders and/or organizations should be included as well.

## 4. Official Letter of Submission:

The recruitment package will include a written letter of submission, along with official dated signatures from the submitting entity.

For more information on the Strategic Growth Initiative, please contact  
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